CUSTOMER SATISFACTION

Presented By:

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DSDC-CQO

Satisfaction
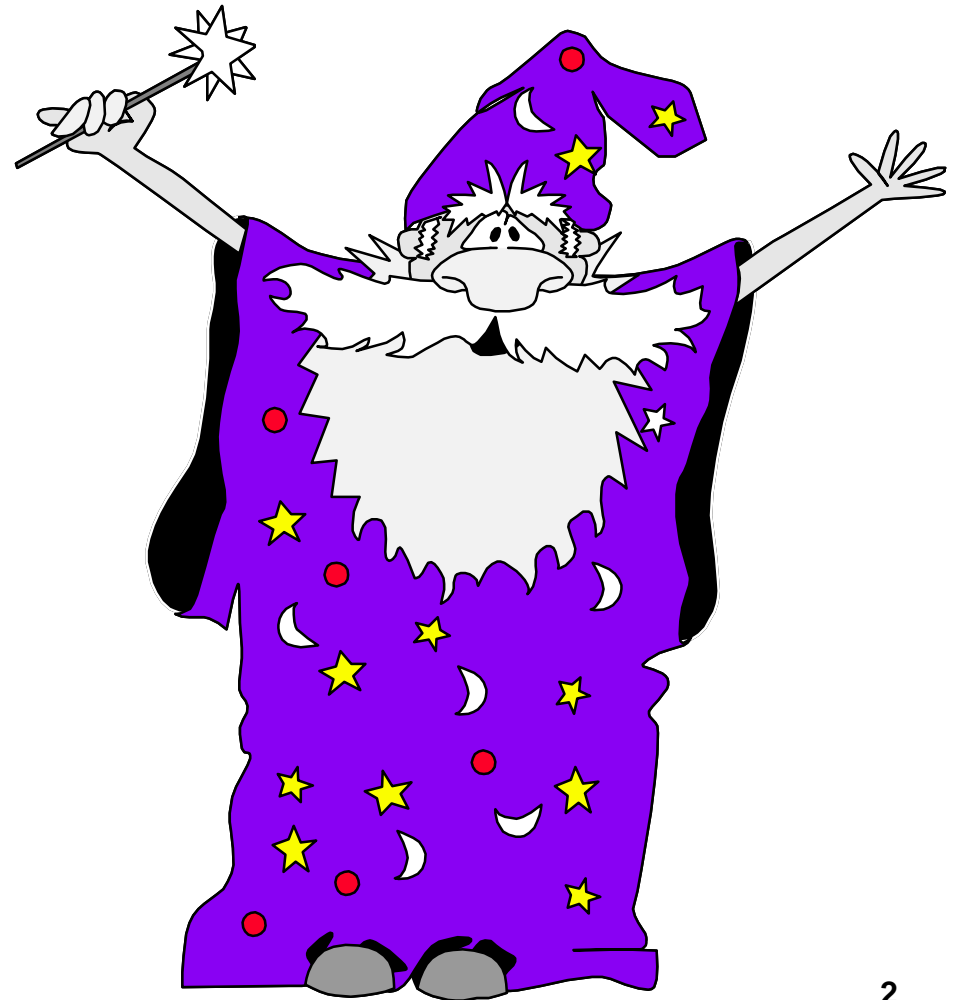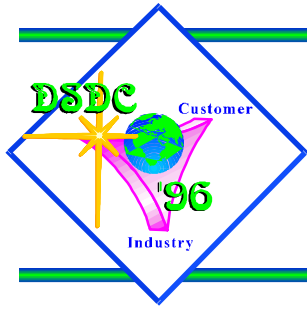
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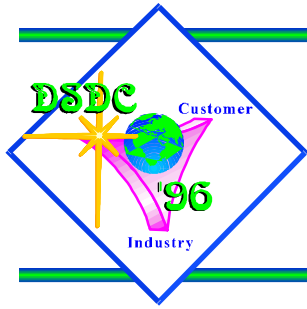**dynamic**

Anecdotal surmise

Warmlines

Hotlines

Complaint

MEASUREMENT

- **Collect customer's perceptions about the organization, products and services.**

MEASUREMENT

Finding out what is important to our customers.
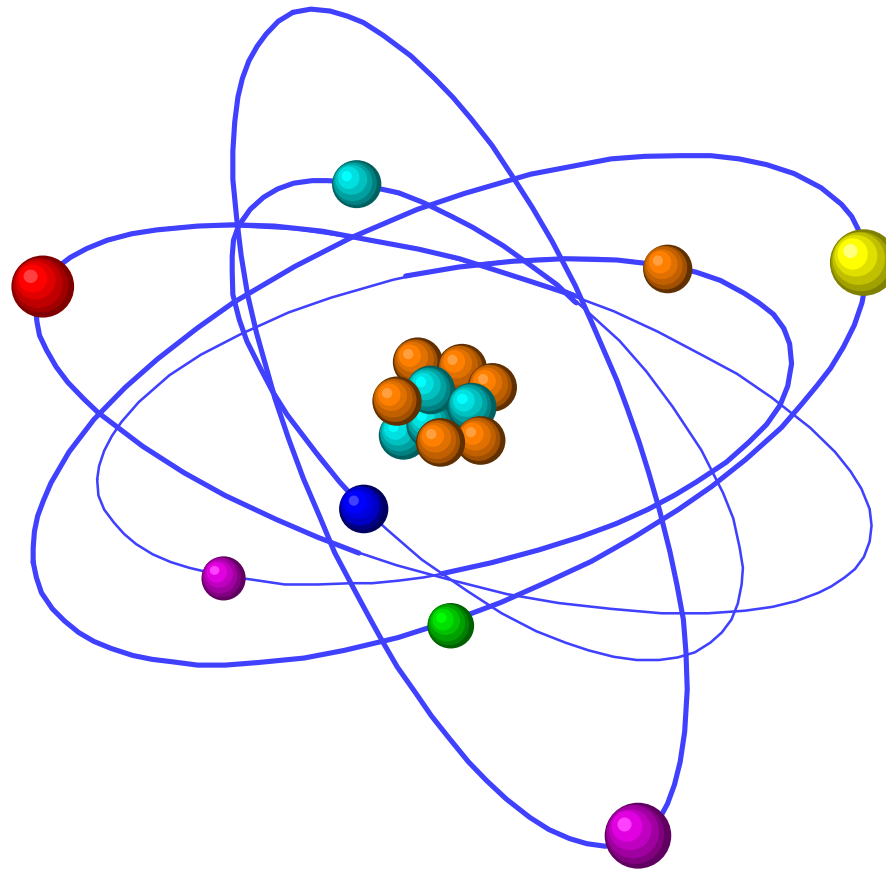
How have we performed in the past?

- (Baselines)

Did the product meet the customer's functional requirements *and expectations* ?

1. How familiar are you with the subject matter presented?

very familiar	*somewhat familiar*	*not at all familiar*
o	o	o

2. Was attending this session worthwhile?

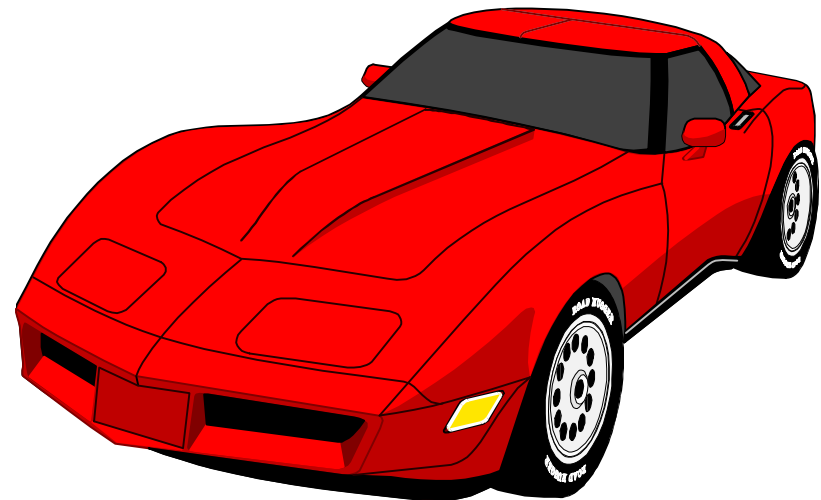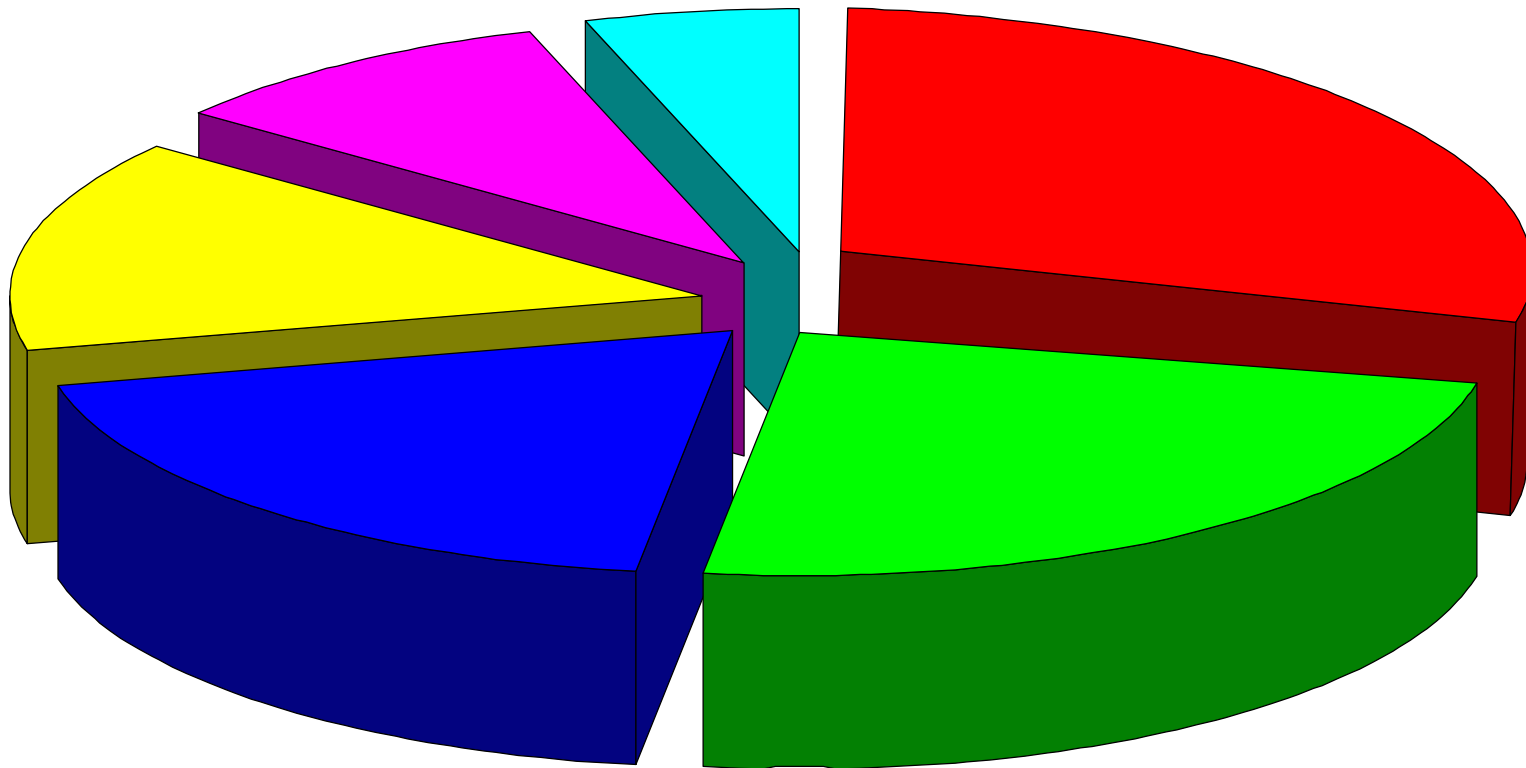| *very familiar*	*somewhat familiar*	*not at all familiar*
o	o	o

- **Only one day to live**

- **Confidence level**
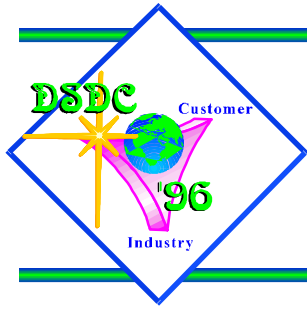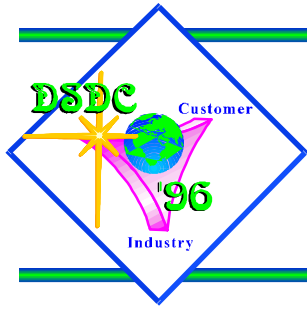
Through gathering accident data an inference can be made about car colors and their propensity for accidents.
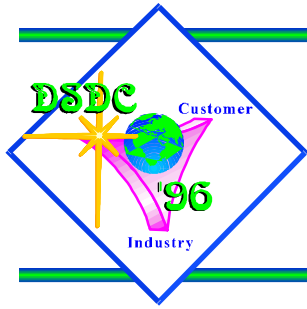
DATA REPRESENTATION

- **In God we trust**

  -All others must bring data

  E. DEMMING

FOCUS GROUPS

Groups of 8 to 12 customers that meet to give information about services, products .

With surveys and customer focus groups organizations no longer need a crystal ball to predict customer satisfaction.
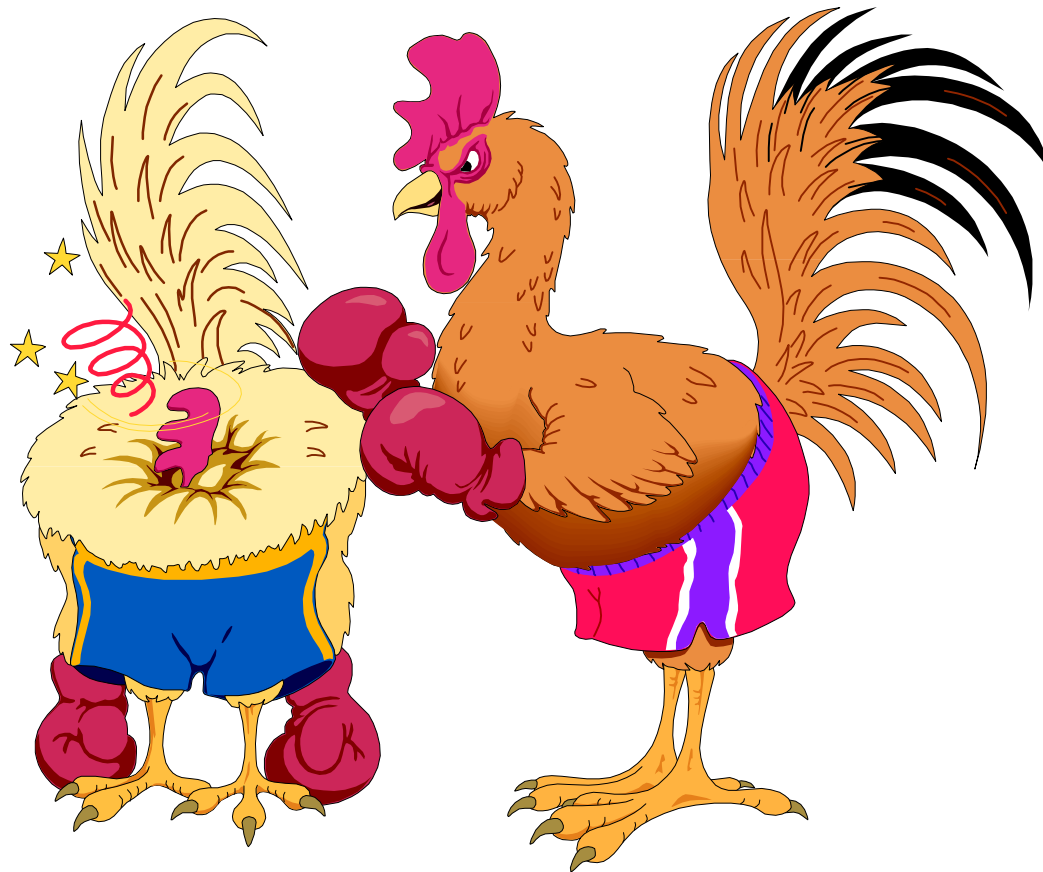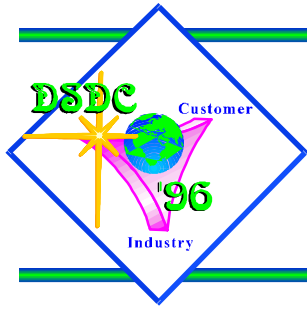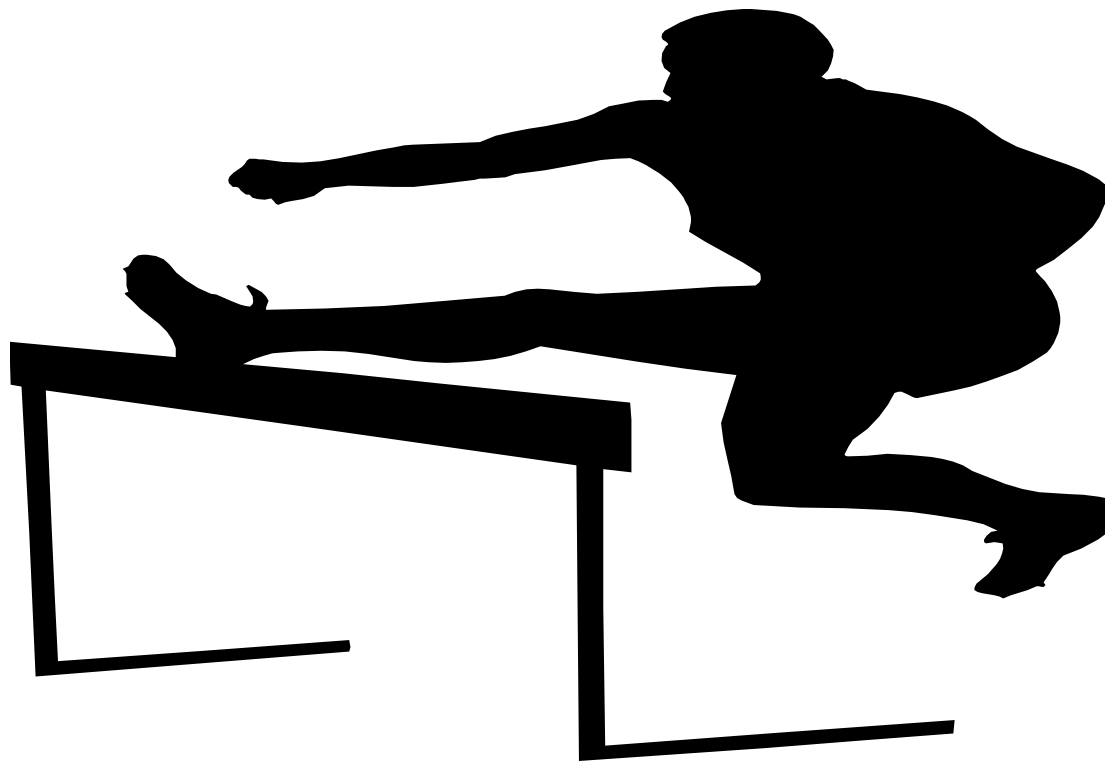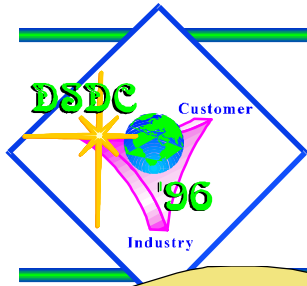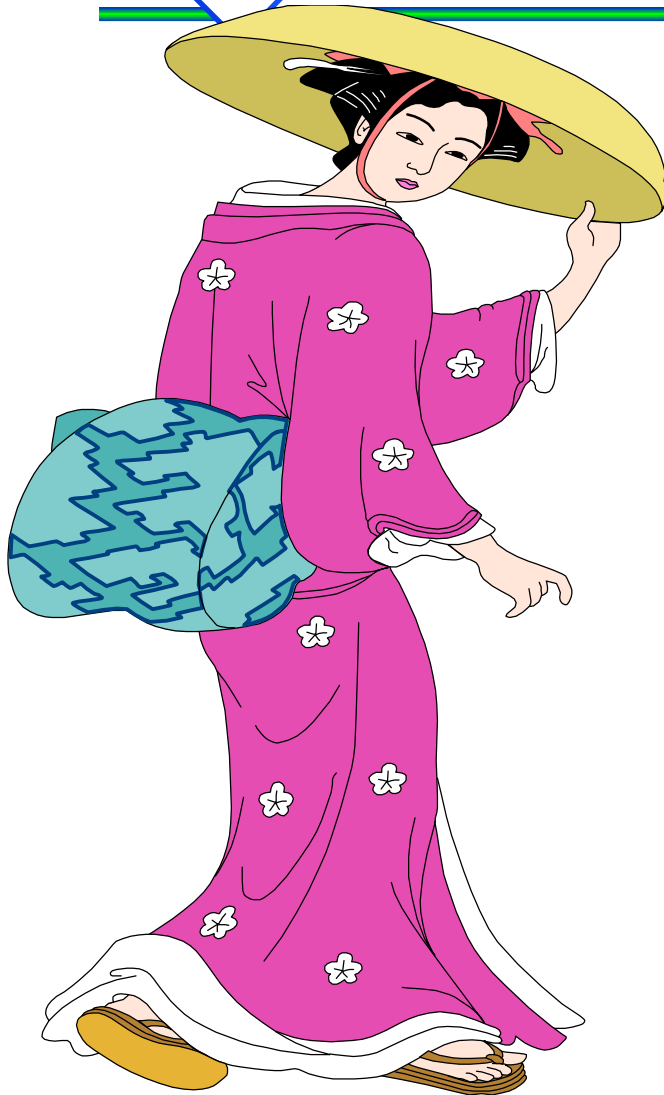
KNOWLEDGE FIRST

QUESTIONS?

TOGETHER

DSDC Customer '96 Industry

JULIE

BONNIE

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